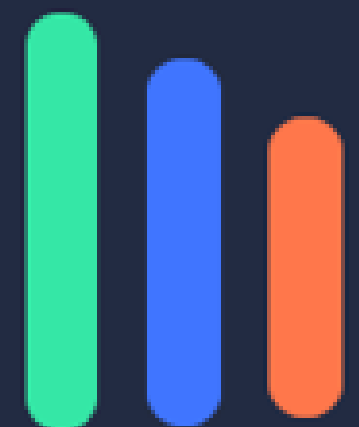


SOUND PROFITS

Harnessing Audio's priming effect
to amplify results from Search & Social.

Donna Burns
Head of Insight
Radiocentre

Background and Objectives



Increasing Audio's share of total media budget amplifies total campaign ROI

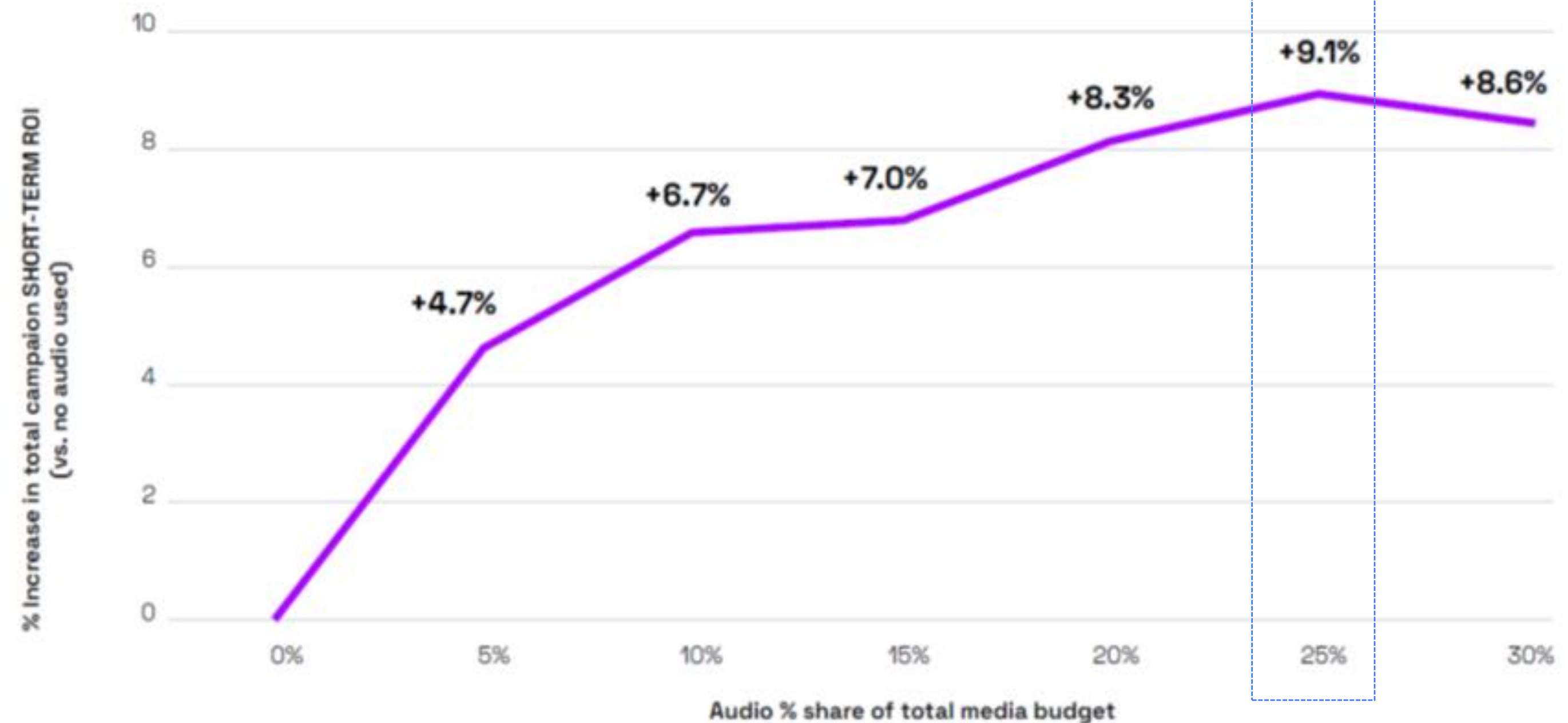
HIGH GAIN AUDIO

Using Multiplatform Audio to amplify total media campaign ROI



radiocentre WPP Media

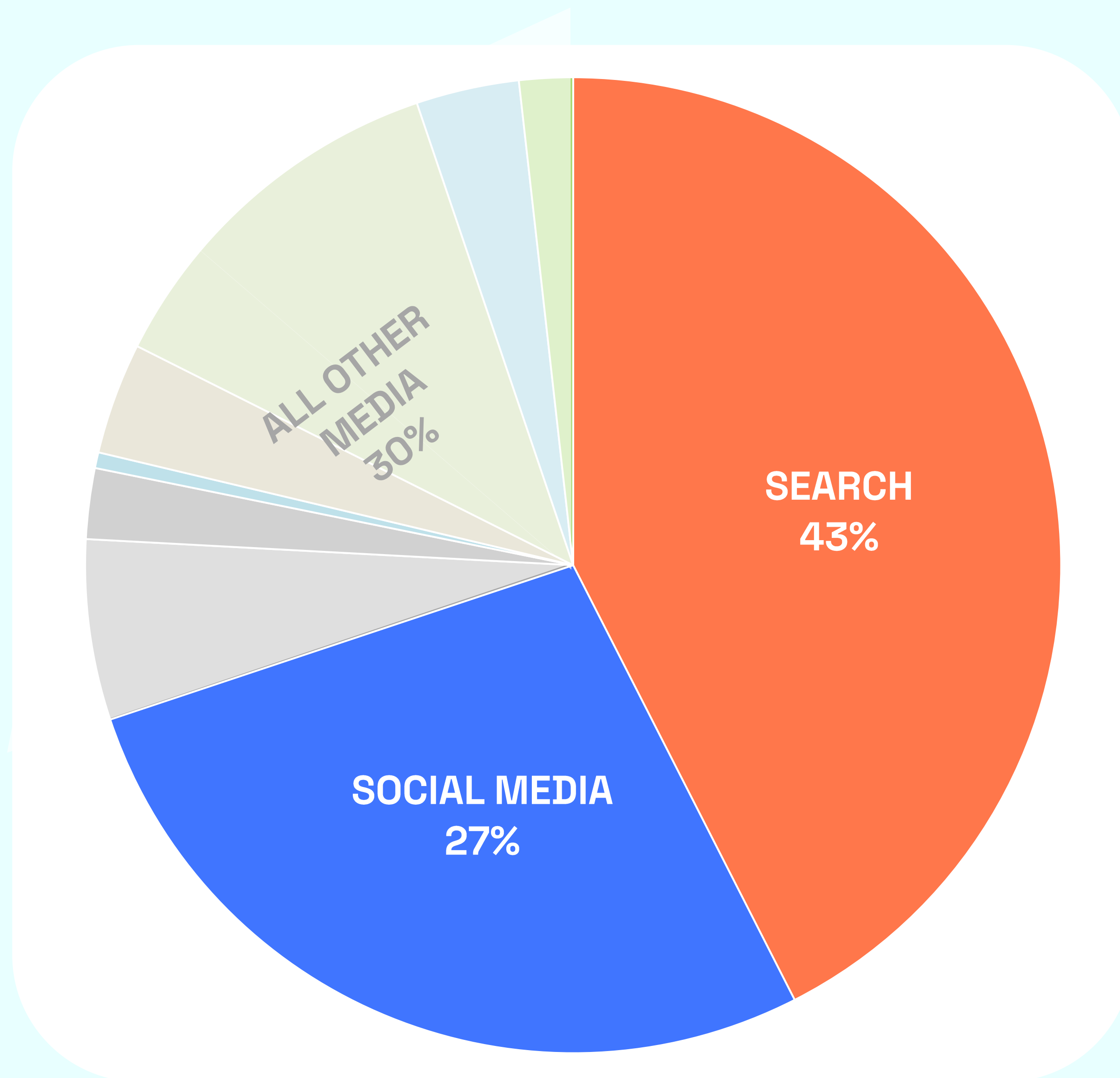
% Increase in total campaign short-term ROI relative to audio's % share of total media budget



Base: Multiplatform Audio Dataset (6 campaigns) - maximum ROI increase available at each increment of audio budget share

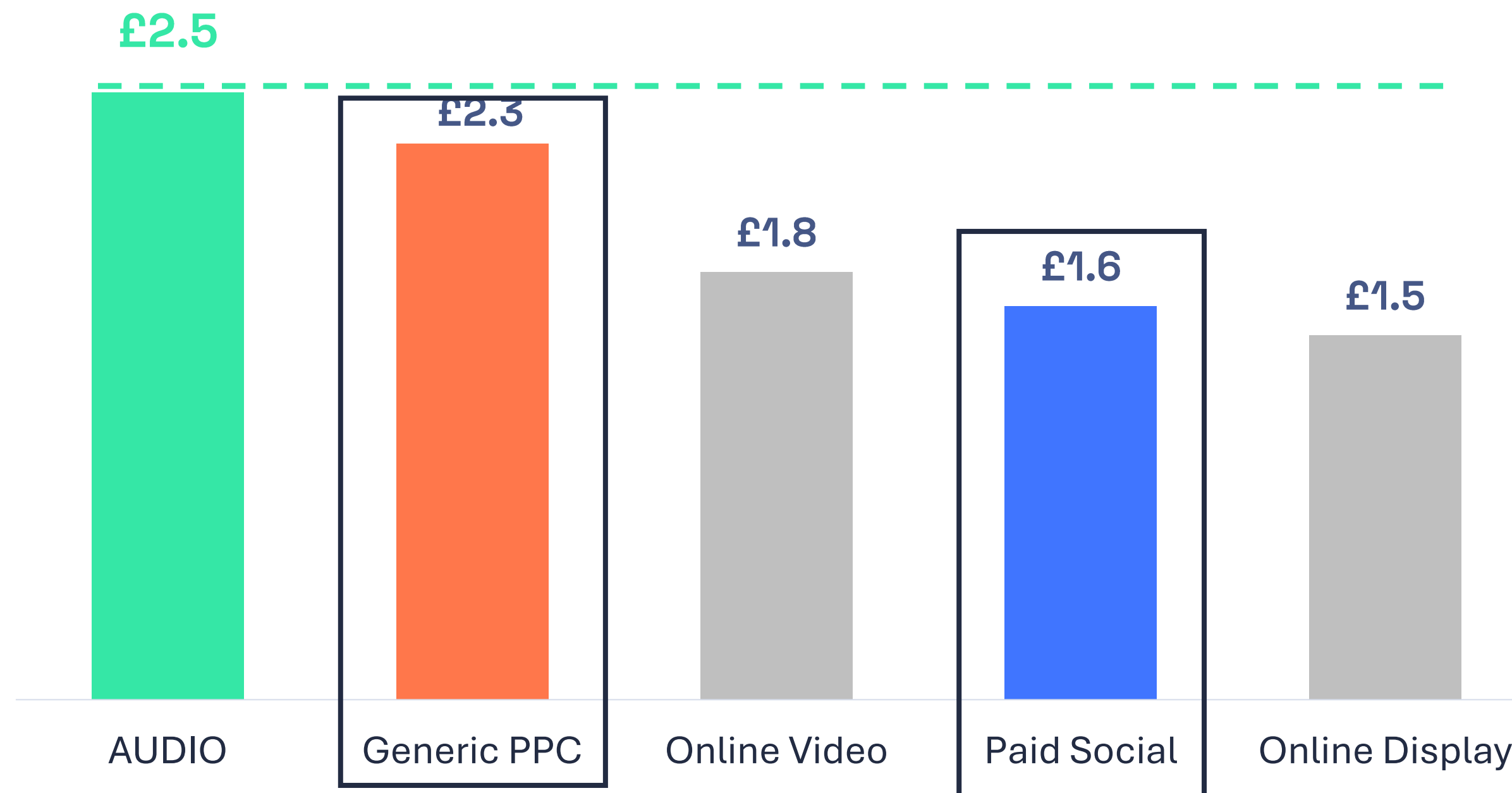
Source: High Gain Audio - WPP Media & Radiocentre

Search and Social account for 70% of UK ad spend

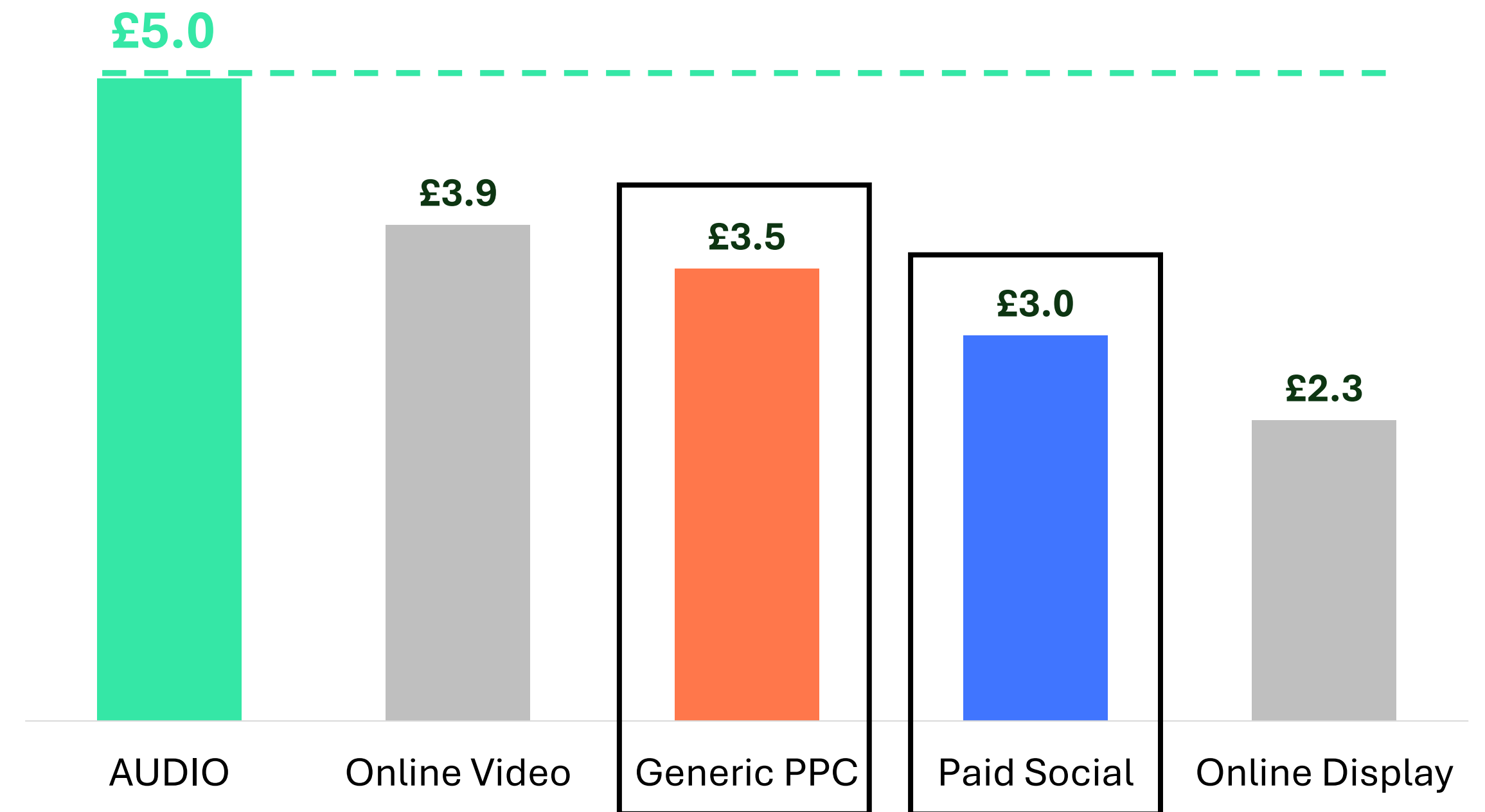


Audio Profit ROI outperforms pureplay digital channels

SHORT-TERM Profit ROI



LONG-TERM Profit ROI



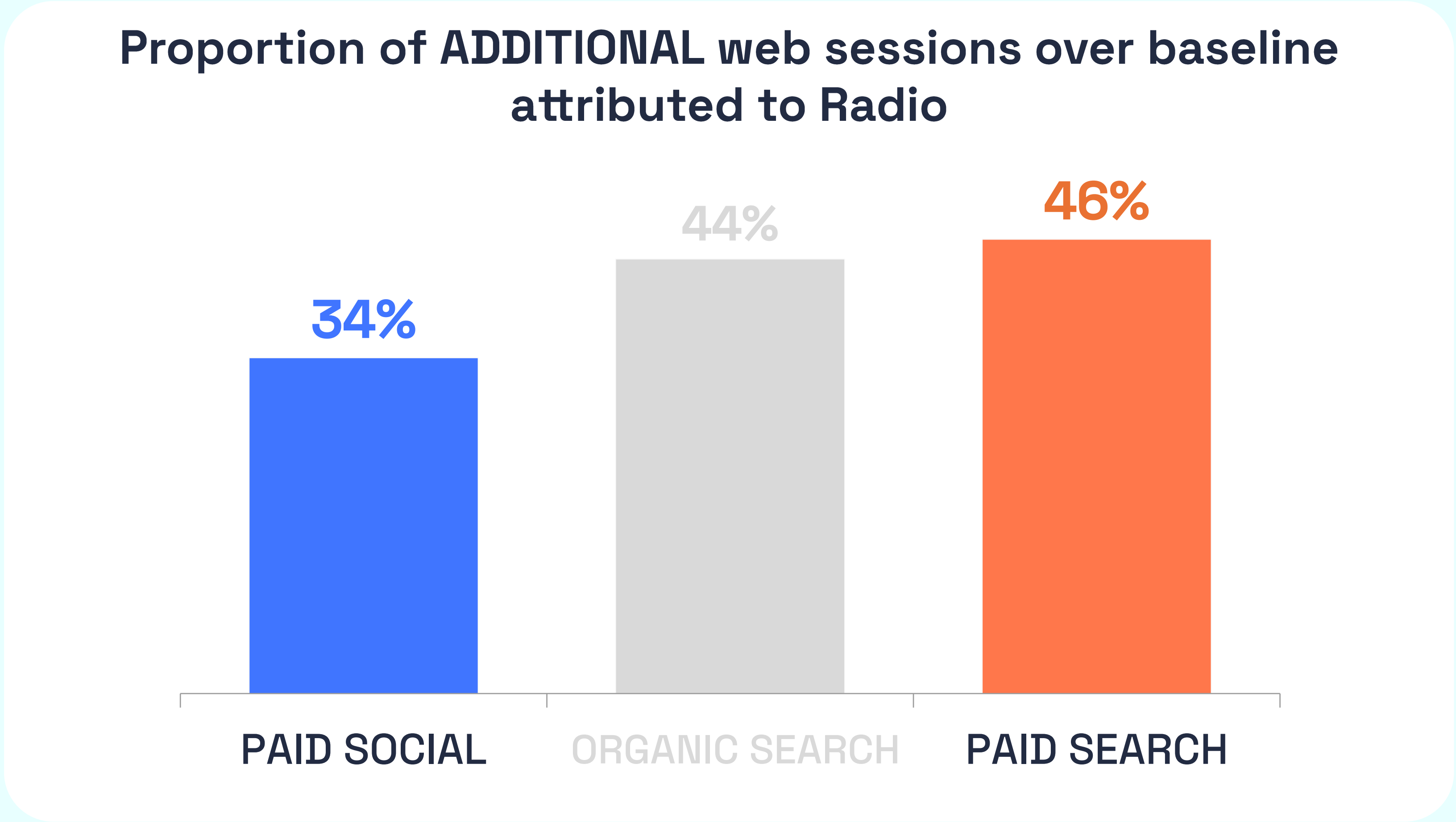
Radio boosts the performance of pureplay digital channels

Radio: The Performance Multiplier
THE AMPLIFIED EDIT



How re-allocating media budget to radio advertising helps brands punch-through The Performance Plateau.

 radiocentre



Understanding interaction effects: Audio+Search : Audio+Paid Social



d.fferentology

Survey of 6,000 UK adults,
consumers/users of:

- Commercial Radio and Podcasts
- Online Search
- Social Media

The challenge for advertisers: Consumers exercise caution before clicking

The challenge for advertisers: Consumers exercise caution before clicking

36%



“If I don’t know the brand,
I don’t trust the site.”

“Unwilling to click
on paid-for links in
SEARCH results”

The challenge for advertisers: Consumers exercise caution before clicking

38%



“Social media ads annoy me!
I ignore them completely and
never click — they don’t feel real
or trustworthy.”

“Unwilling to click
on paid-for links in
SOCIAL feed”

36%



“If I don’t know the brand,
I don’t trust the site.”

“Unwilling to click
on paid-for links in
SEARCH results”

The antidote: FAMILIARITY breeds confidence to click

6 IN 10 AGREE

“I’m more likely to click on paid-for links or social ads for brands I’m familiar with”

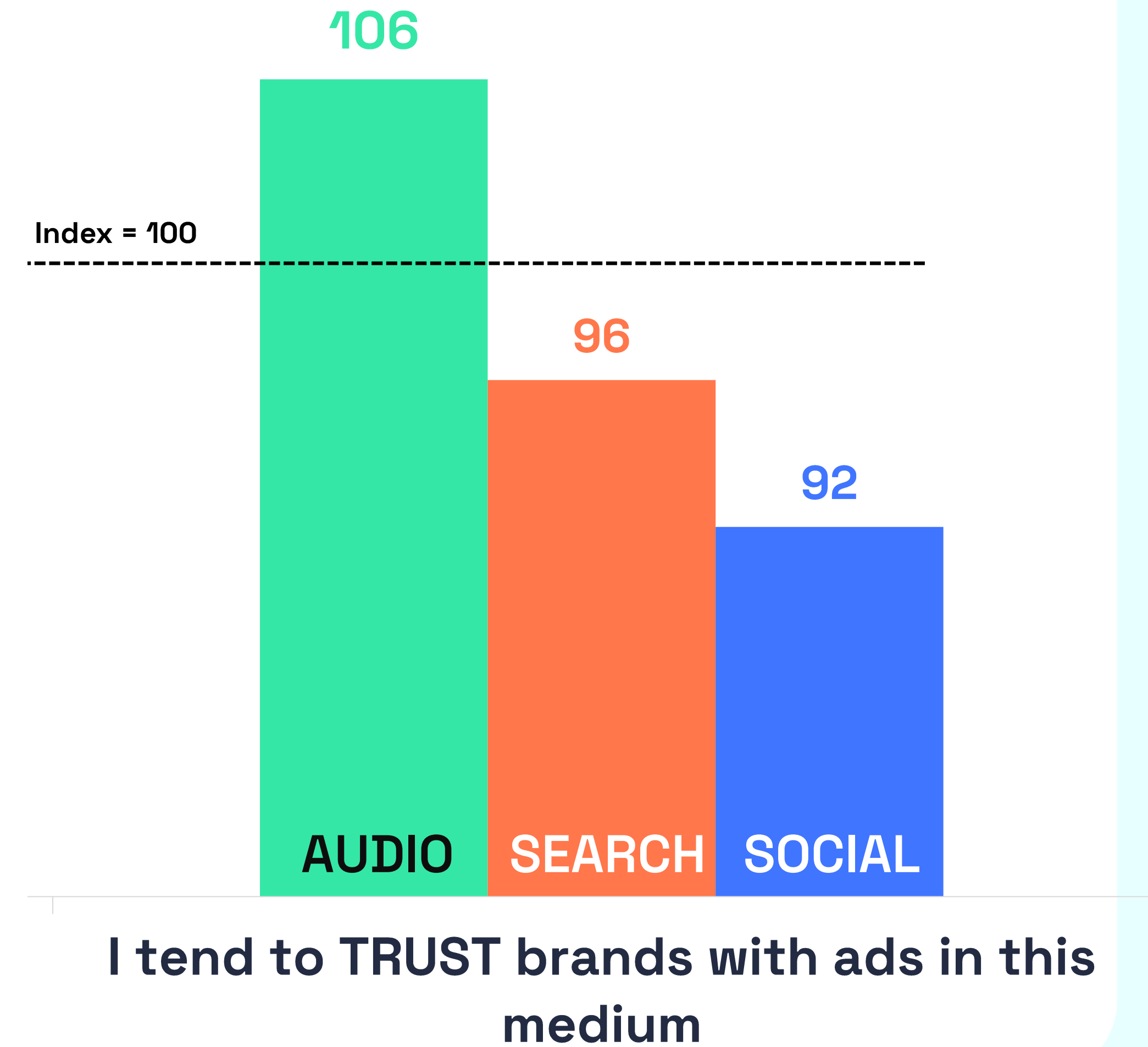
Audio plays a crucial role in building **FAMILIARITY**



The TRUSTED Audio context lends CREDIBILITY to brands

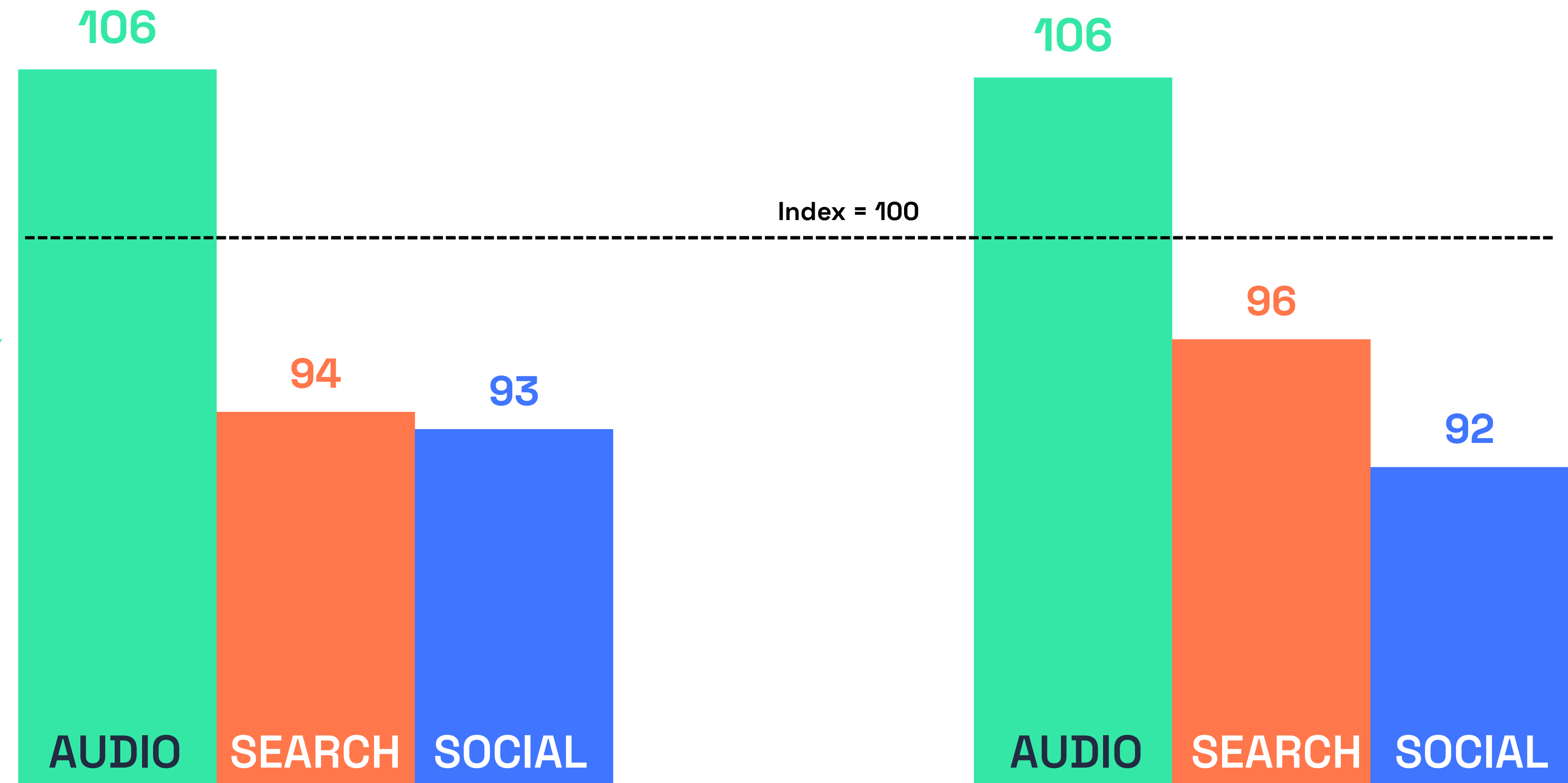
The TRUSTED Audio context lends CREDIBILITY to brands

All agreeing by medium (indexed vs. avg across three media = 100)



The TRUSTED Audio context lends CREDIBILITY to brands

All agreeing by medium (indexed vs. avg across three media = 100)



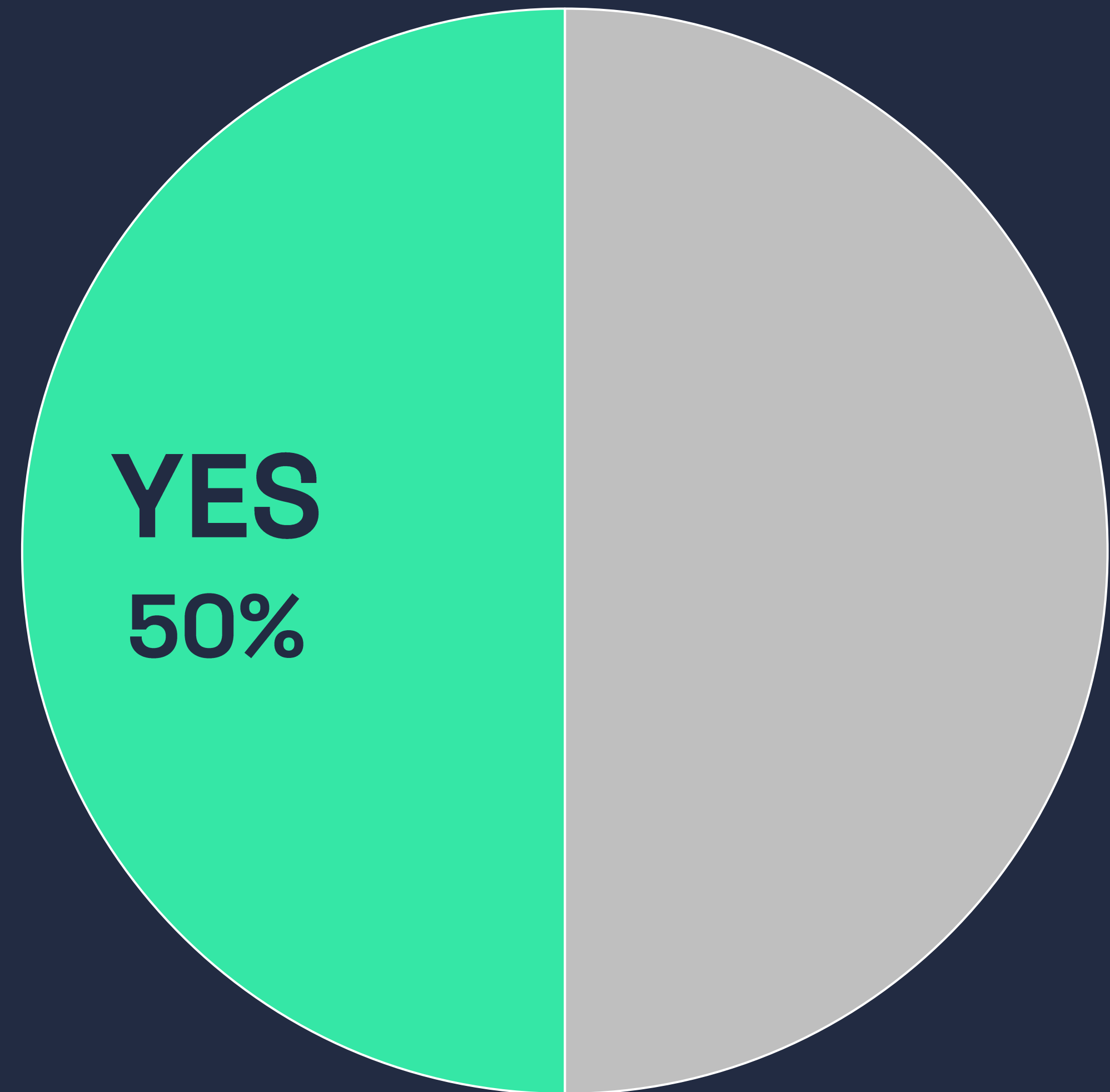
“...The radio station is reputable, so I trust they did their checks to ensure the company is one of integrity - so I would buy it.”

Brands gain CREDIBILITY from ads in this medium

I tend to TRUST brands with ads in this medium

AUDIO drives FAMILIARITY + TRUST = ACTION

“I’m more likely to click on Social Media ads or paid-for links in Search results for brands I’ve heard advertised on radio/in podcasts”



SOUND PROFITS: The Context

1.

**Audio advertising
effectiveness
in the context of
Search & Social**

2.

**The effectiveness
challenge for
Search & Social ads**

.....

**CONSUMER
CAUTION**

3.

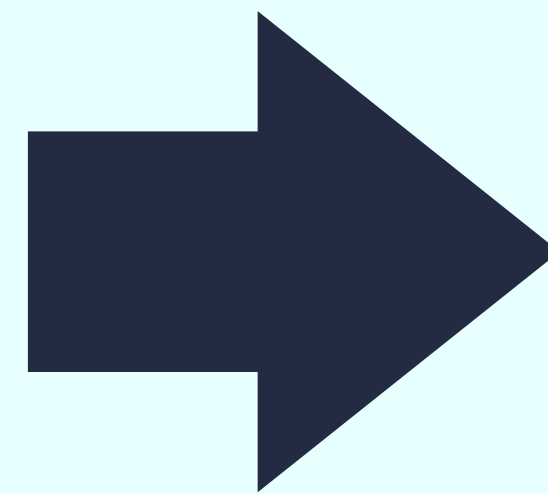
**Audio advertising
plays a crucial role
in building
familiarity and
credibility for
brands**

Hypothesis

Advertisers can enhance
profit returns from their
media investment
by reallocating a
proportion of their PPC &
Paid Social budgets to
Audio

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Advertisers can enhance profit returns from their media investment by reallocating a proportion of their PPC & Paid Social budgets to Audio



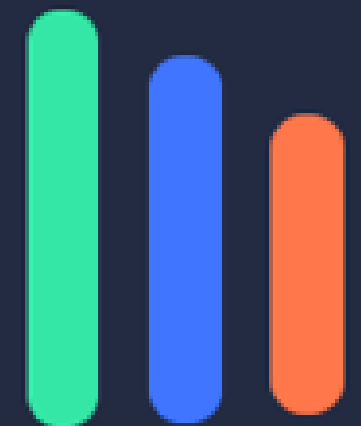
Objective

Quantify the impact on Profit ROI of shifting budget into Audio

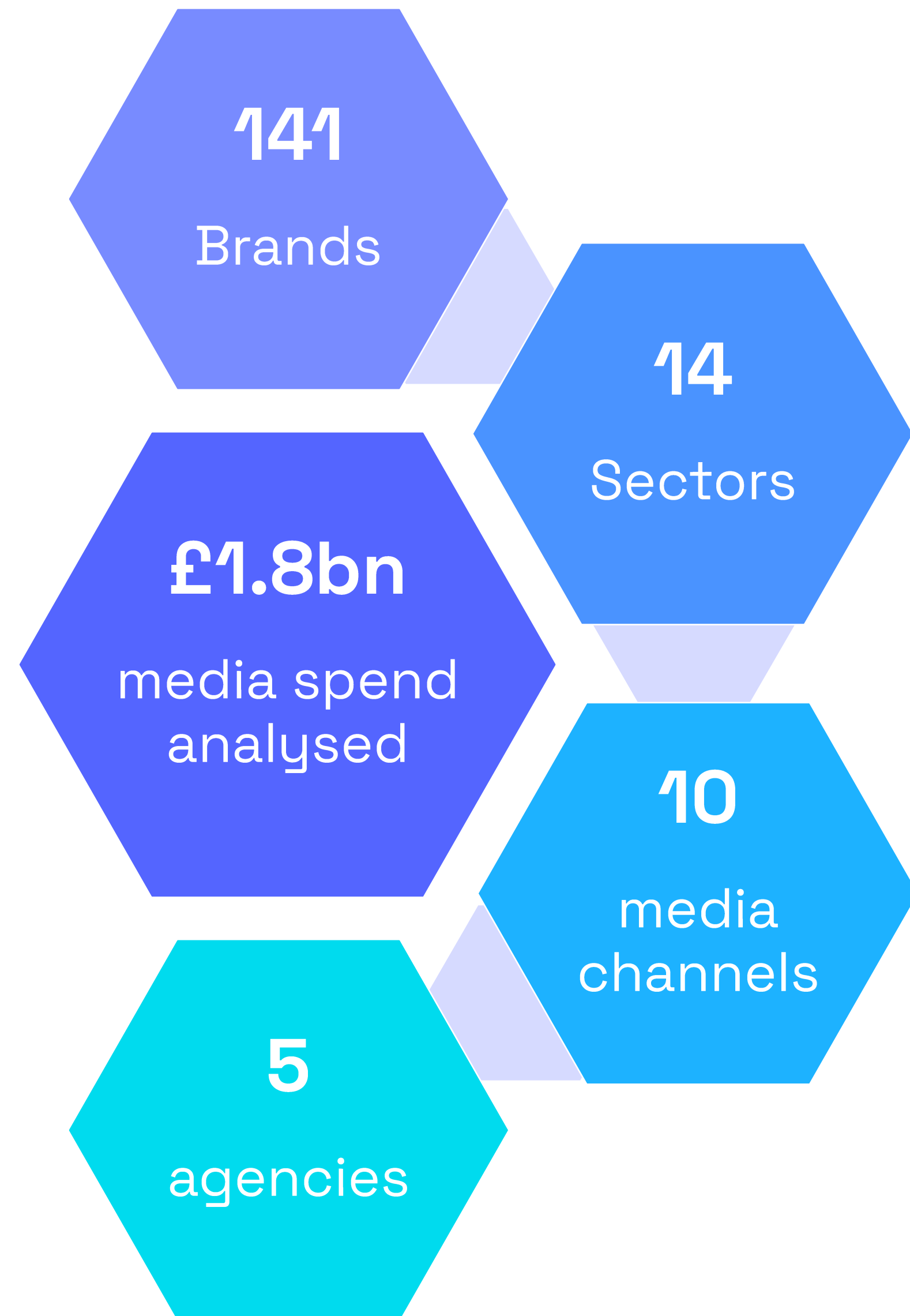
1. from Generic PPC
2. from Paid Social

(both short-term and long-term)

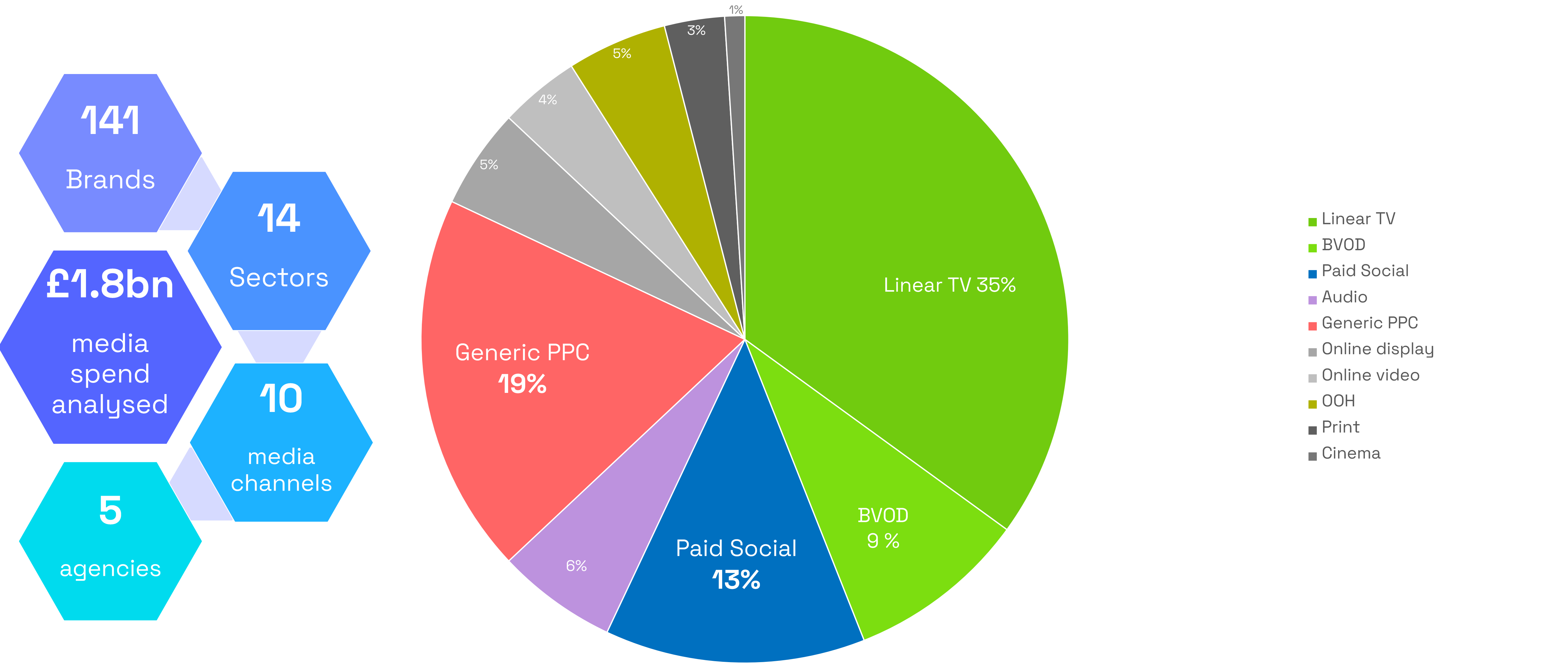
Methodology & Findings



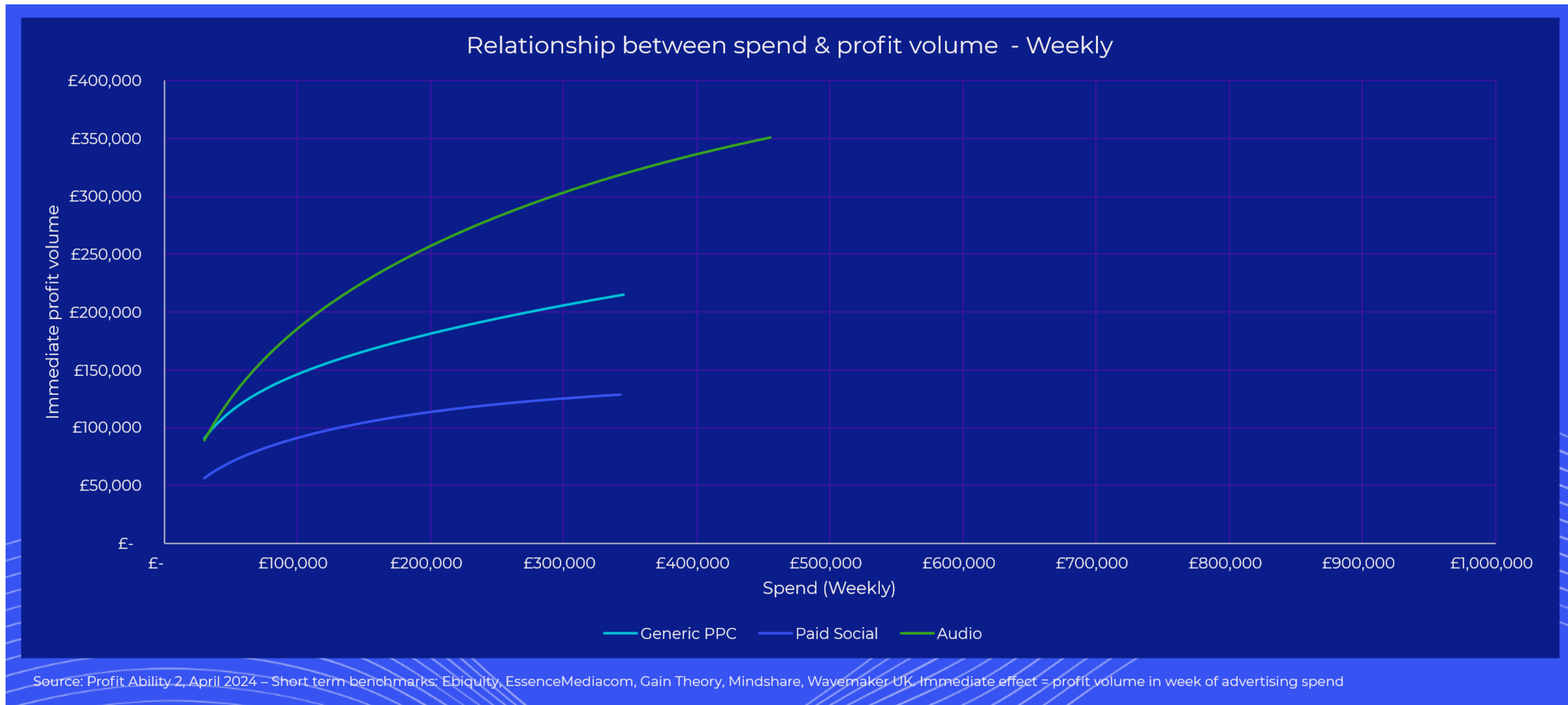
WPP Media revisited the Profit Ability 2 Databank



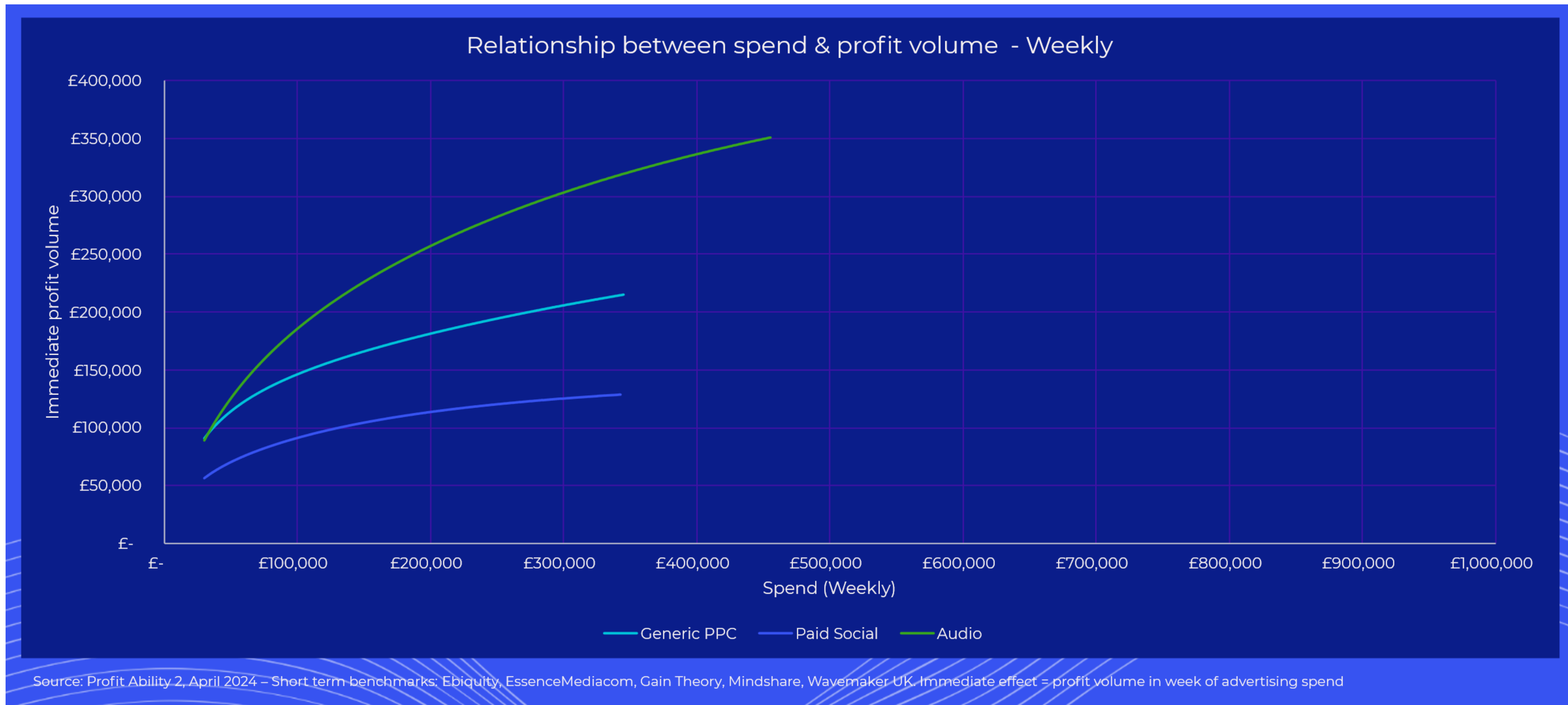
Profit Ability 2 dataset - share of spend by medium



The analysis

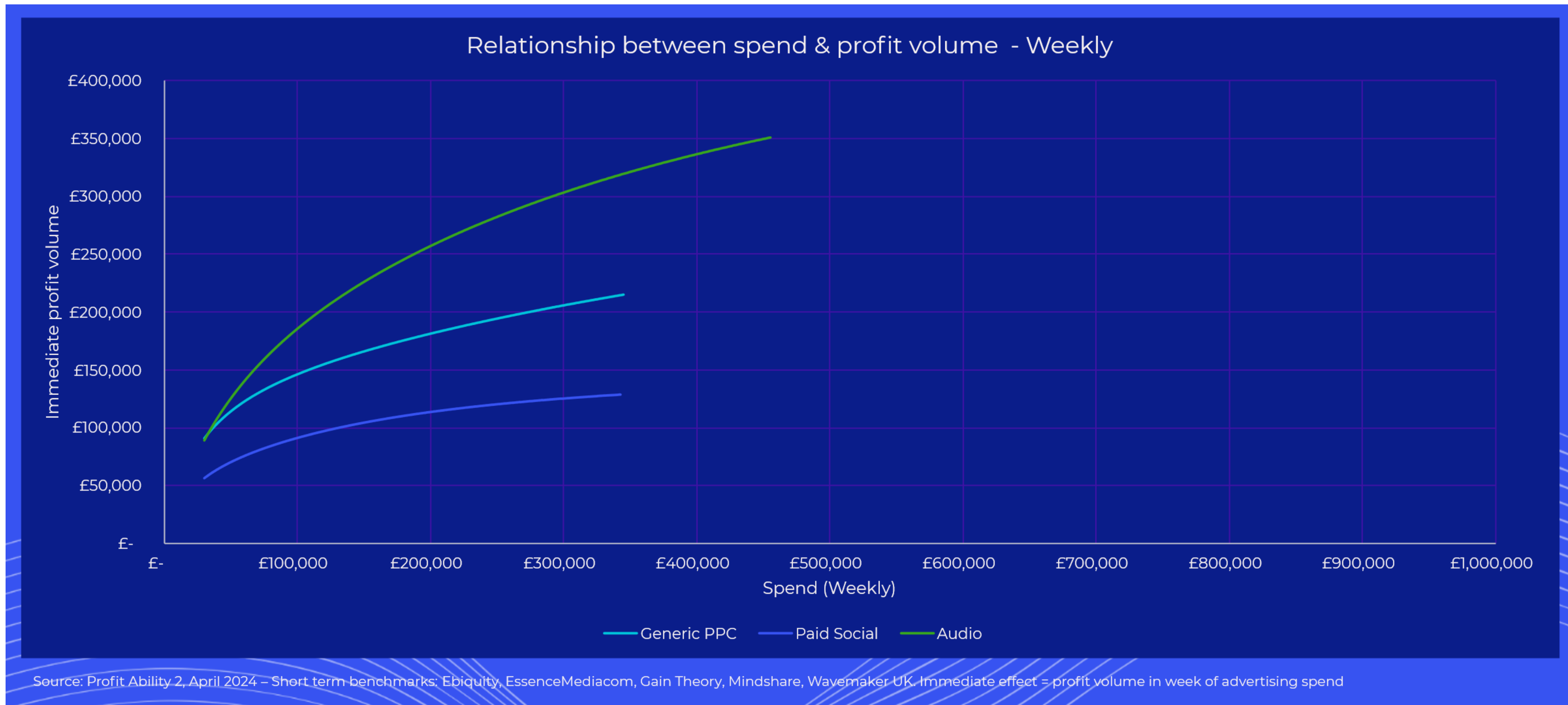


The analysis



SHORT-TERM
(up to 13 weeks)

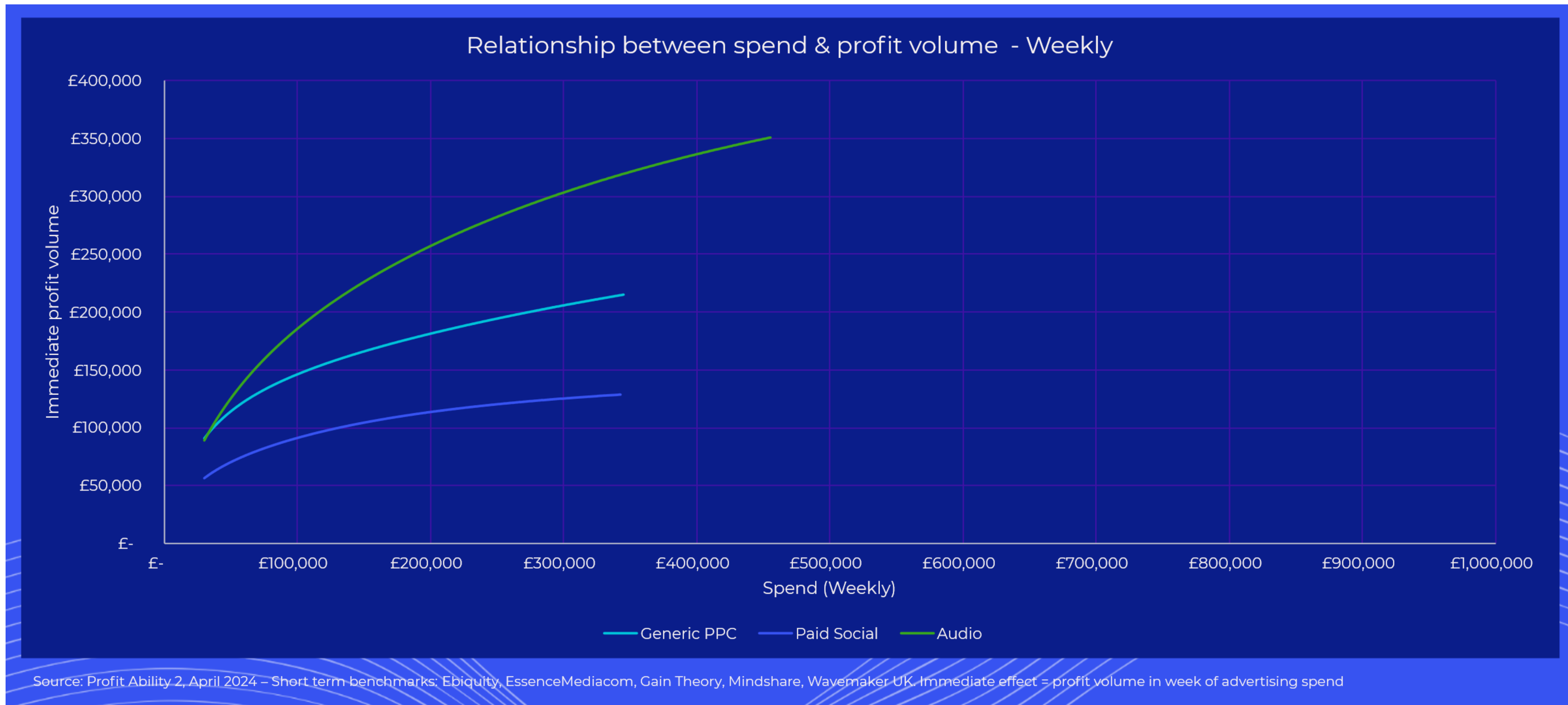
The analysis



SHORT-TERM
(up to 13 weeks)

LONG-TERM/Sustained Payback
(week 14 up to 2 years)

The analysis



SHORT-TERM
(up to 13 weeks)

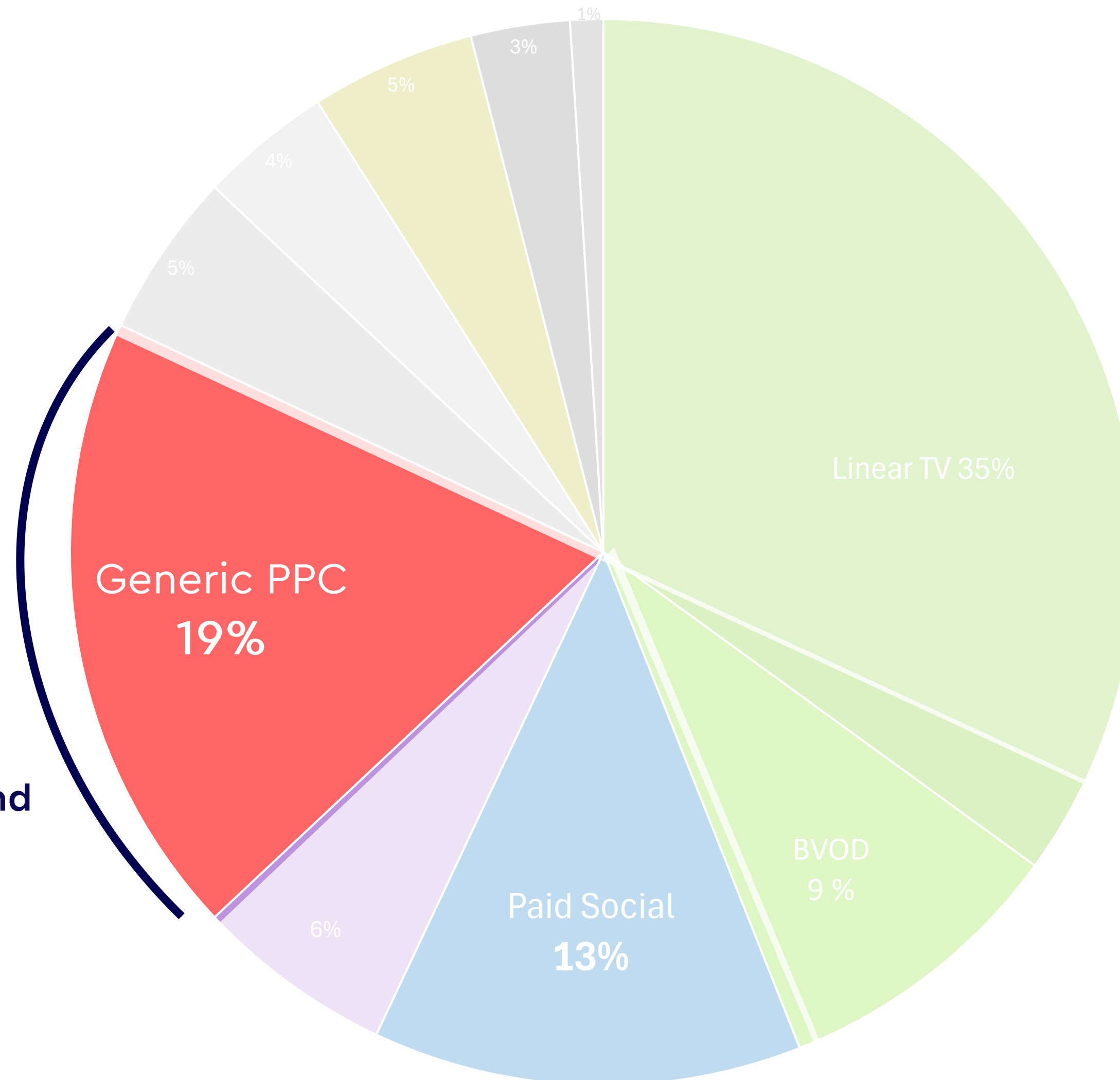
LONG-TERM/Sustained Payback
(week 14 up to 2 years)

FULL-TERM

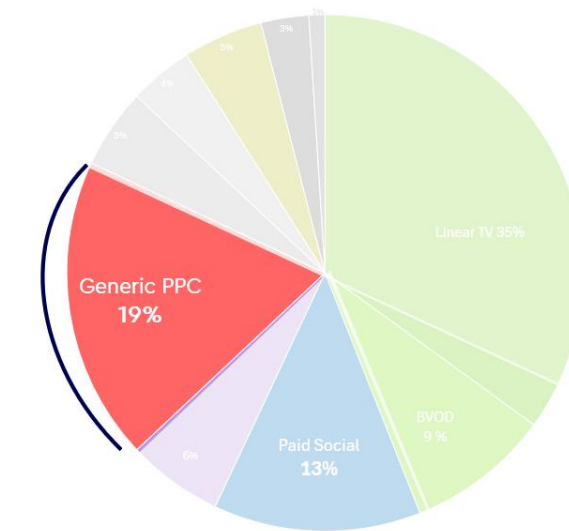
1. Generic PPC → Audio budget reallocation analysis

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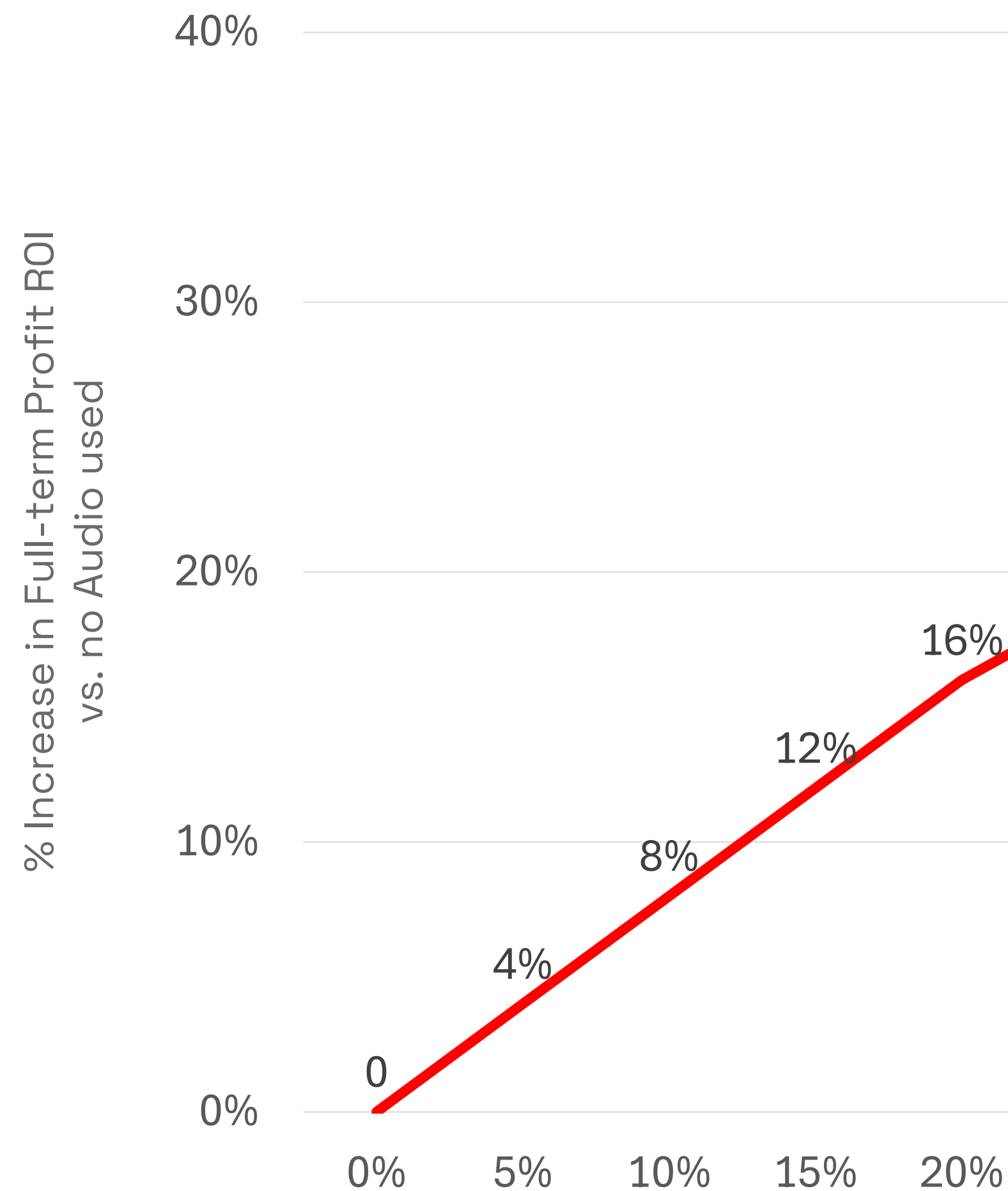
Our PPC/Audio ROI analysis focuses exclusively on the profit advantage that can be leveraged by reallocating PPC budget to Audio within this 19% segment of total spend



Full-term Profit ROI initially increases +4% for every 5% of **Generic PPC budget** allocated to **Audio**

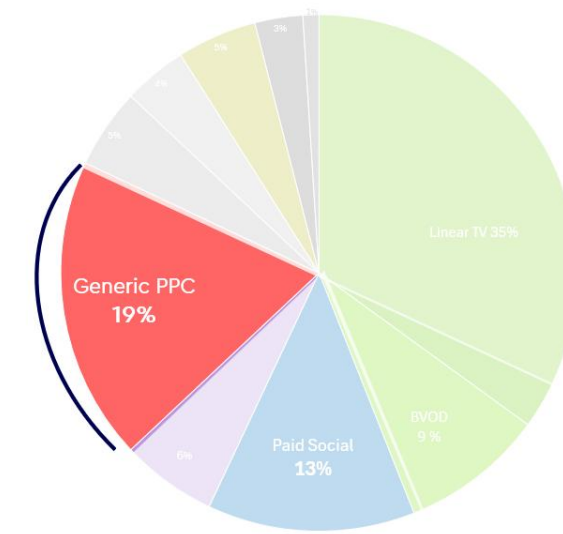


% Increase in Full-term Profit ROI at different levels of AUDIO budget allocation

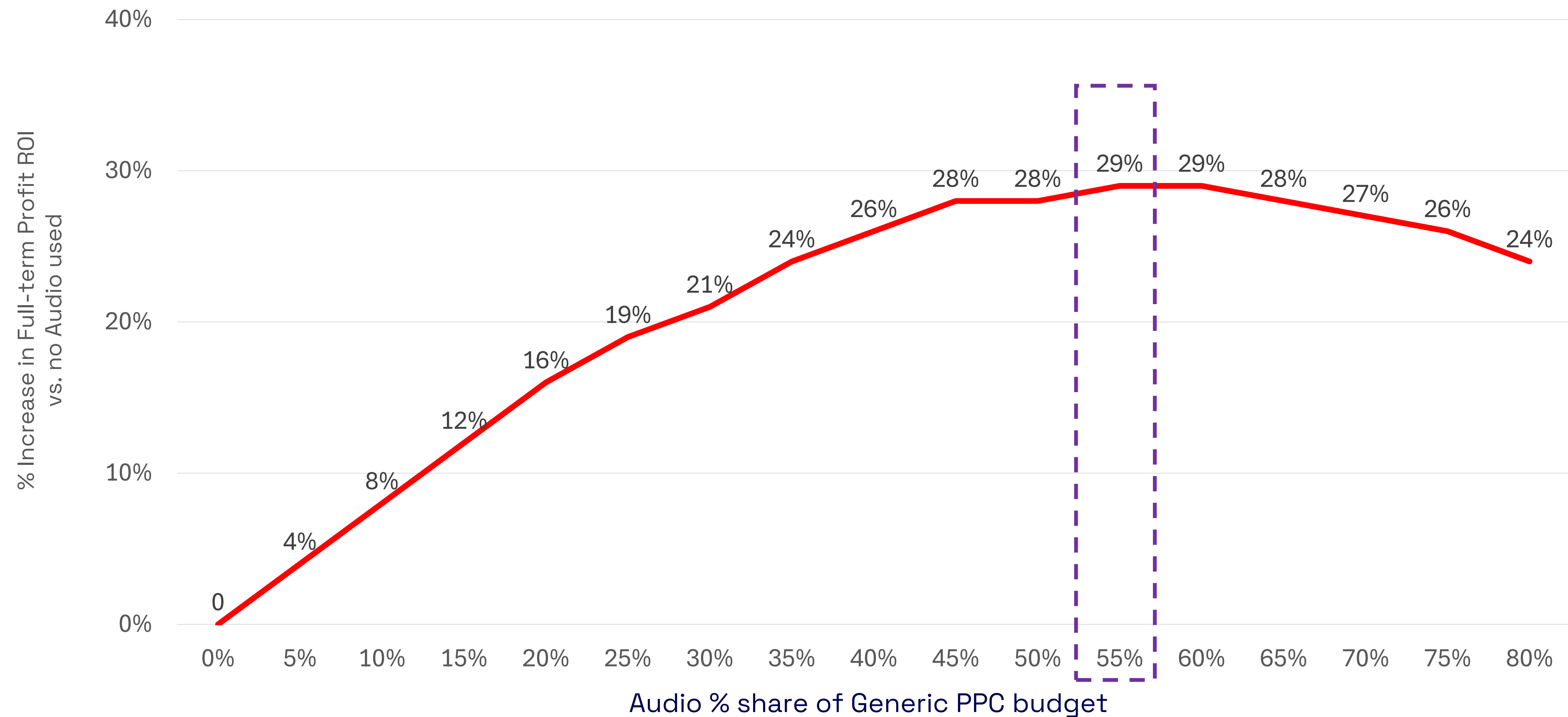


Audio % share of Generic PPC budget

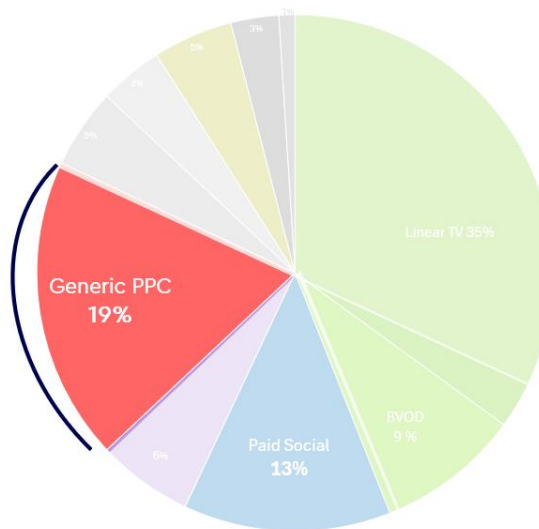
Full-term Profit ROI is maximised when **Audio** receives 55% of **Generic PPC** budget



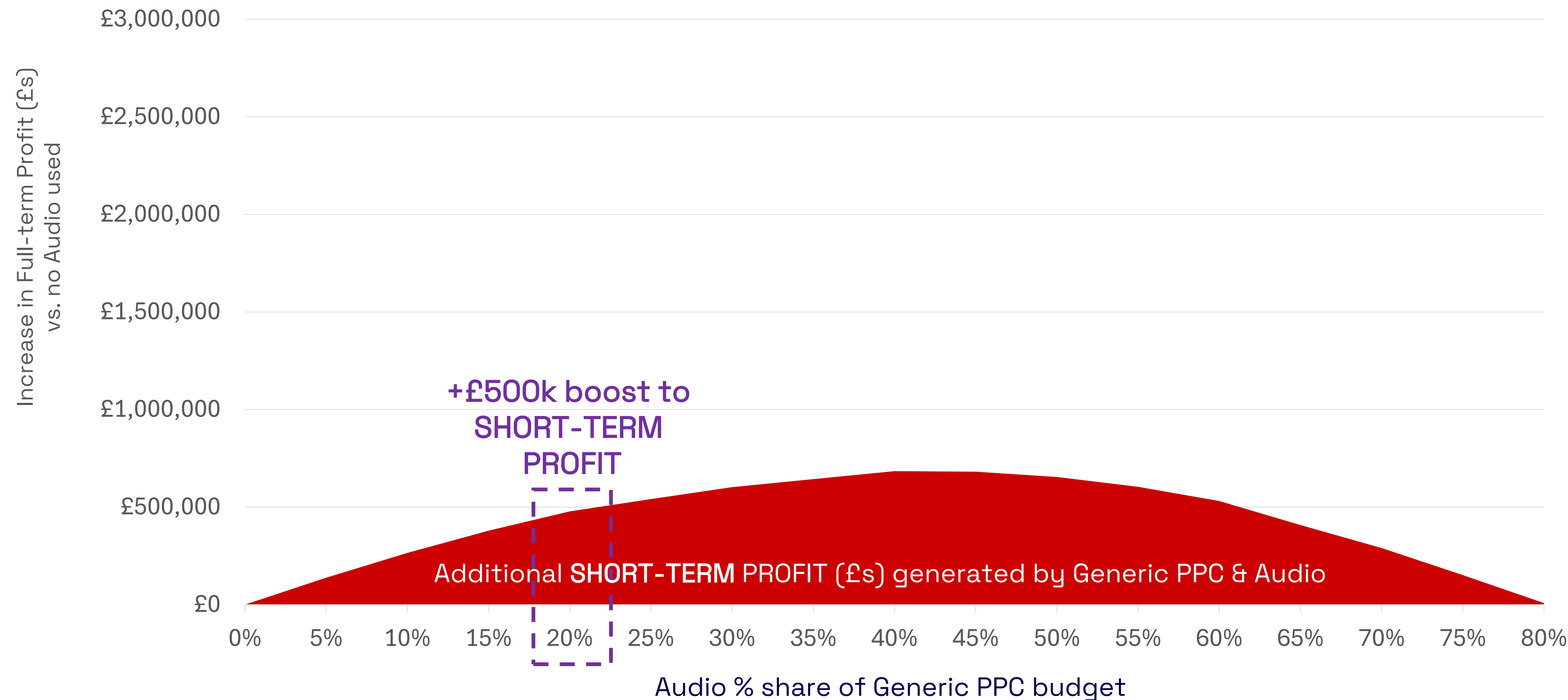
% Increase in Full-term Profit ROI at different levels of AUDIO budget allocation



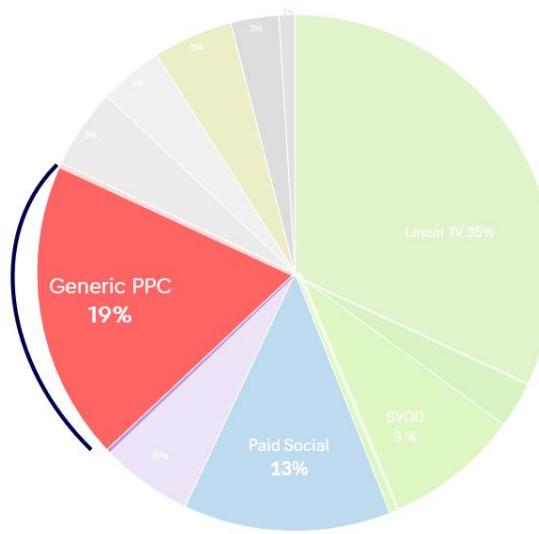
Increasing **Audio's** share of **Generic PPC** budget amplifies **SHORT-TERM PROFIT (£s)**



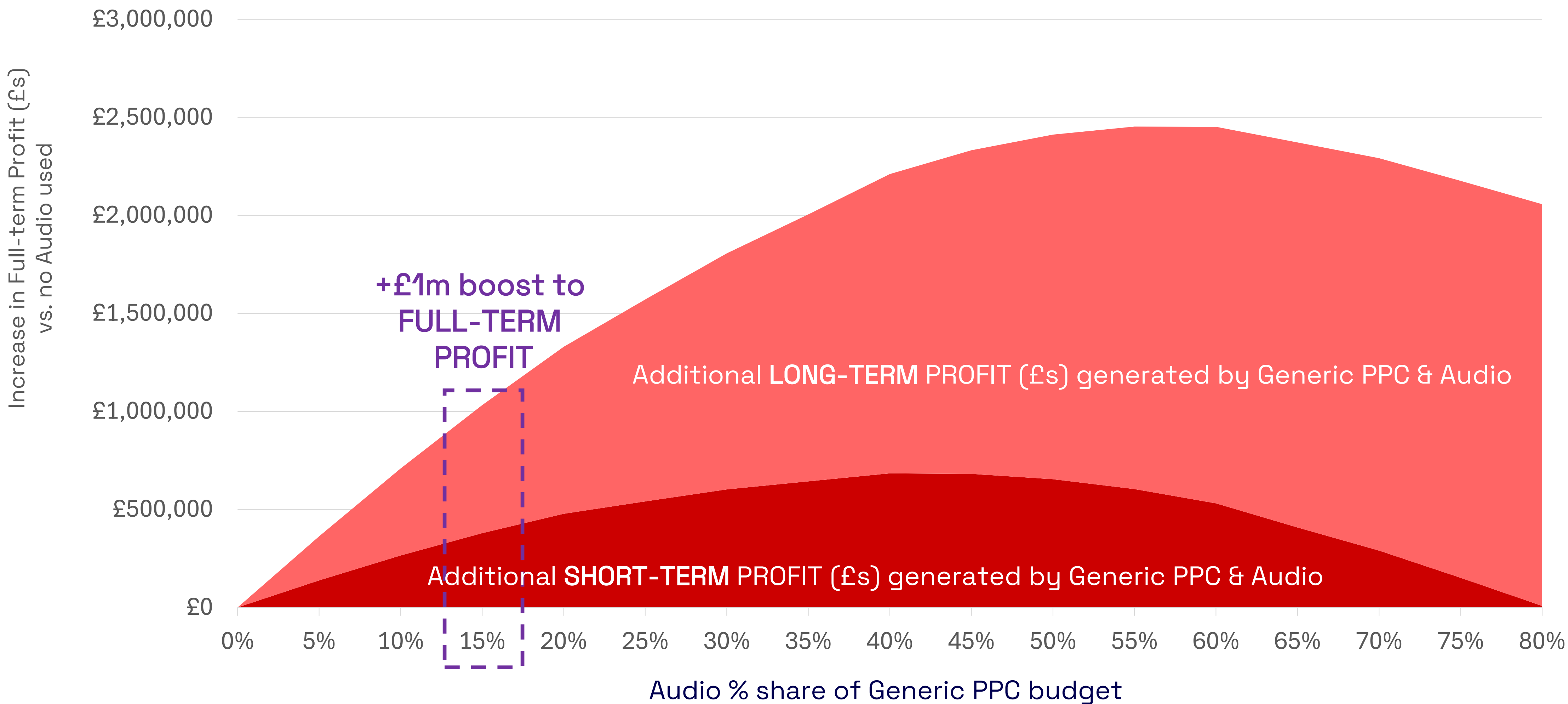
Additional PROFIT (£s) generated at different levels of AUDIO budget allocation



Increasing **Audio's** share of **Generic PPC** budget amplifies **SHORT-TERM *and* LONG-TERM PROFIT (£s)**



Additional PROFIT (£s) generated at different levels of AUDIO budget allocation



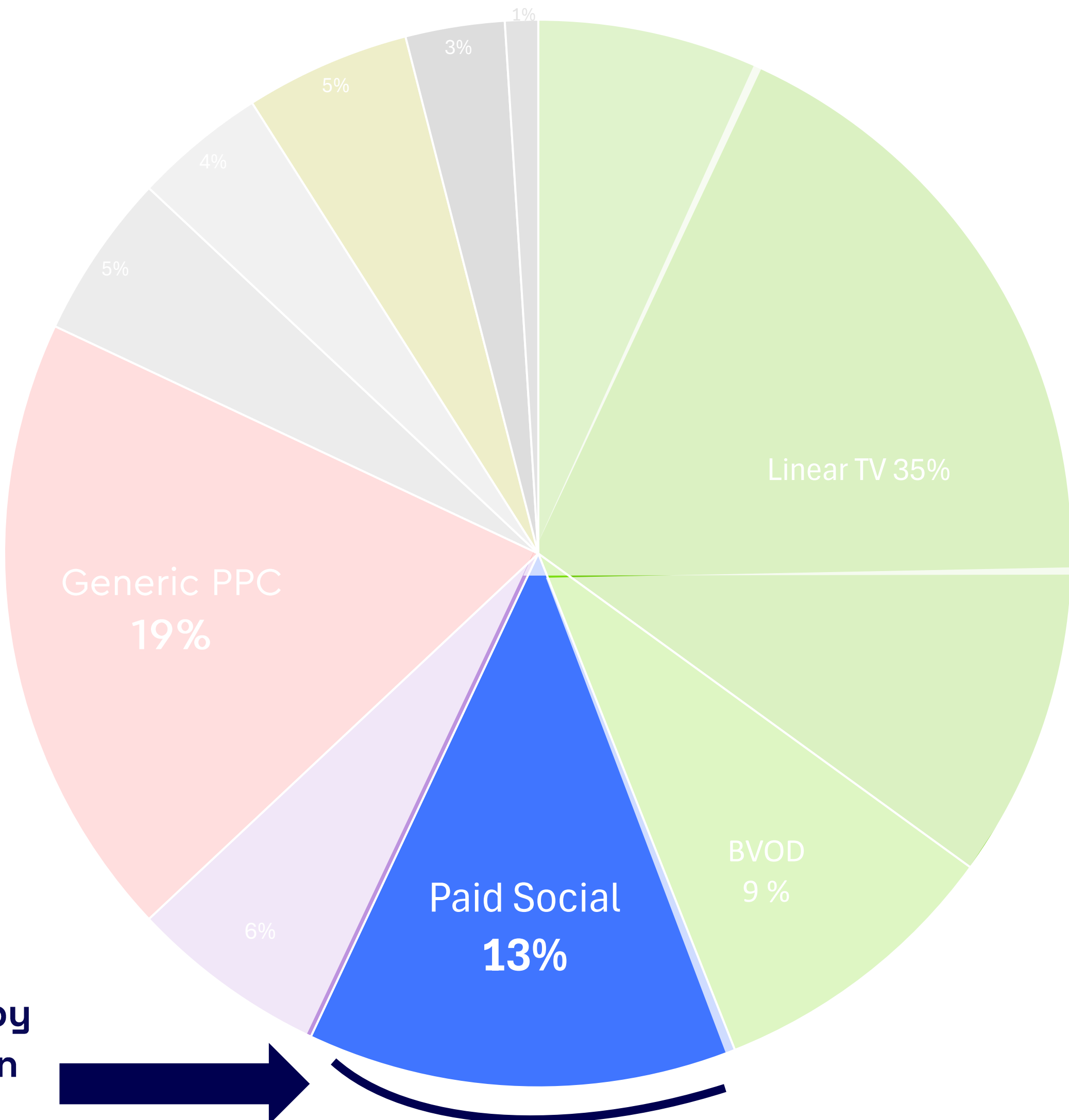
2. Paid Social → Audio budget reallocation analysis

NB - Paid Social excludes Influencers)

WPP Media

Source: Profit Ability 2 –Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

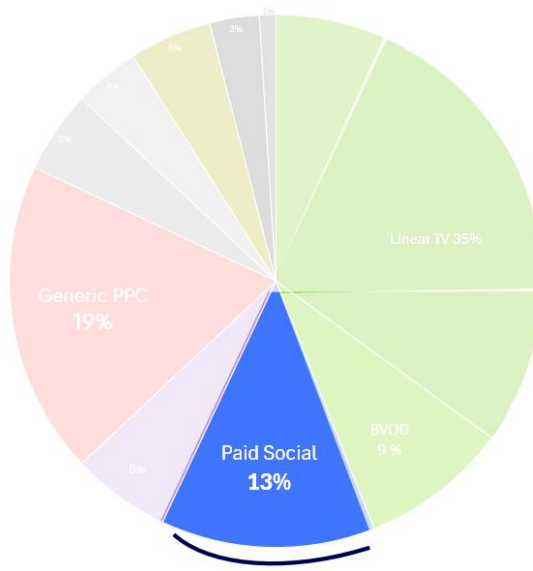
2. Paid Social→Audio budget reallocation analysis



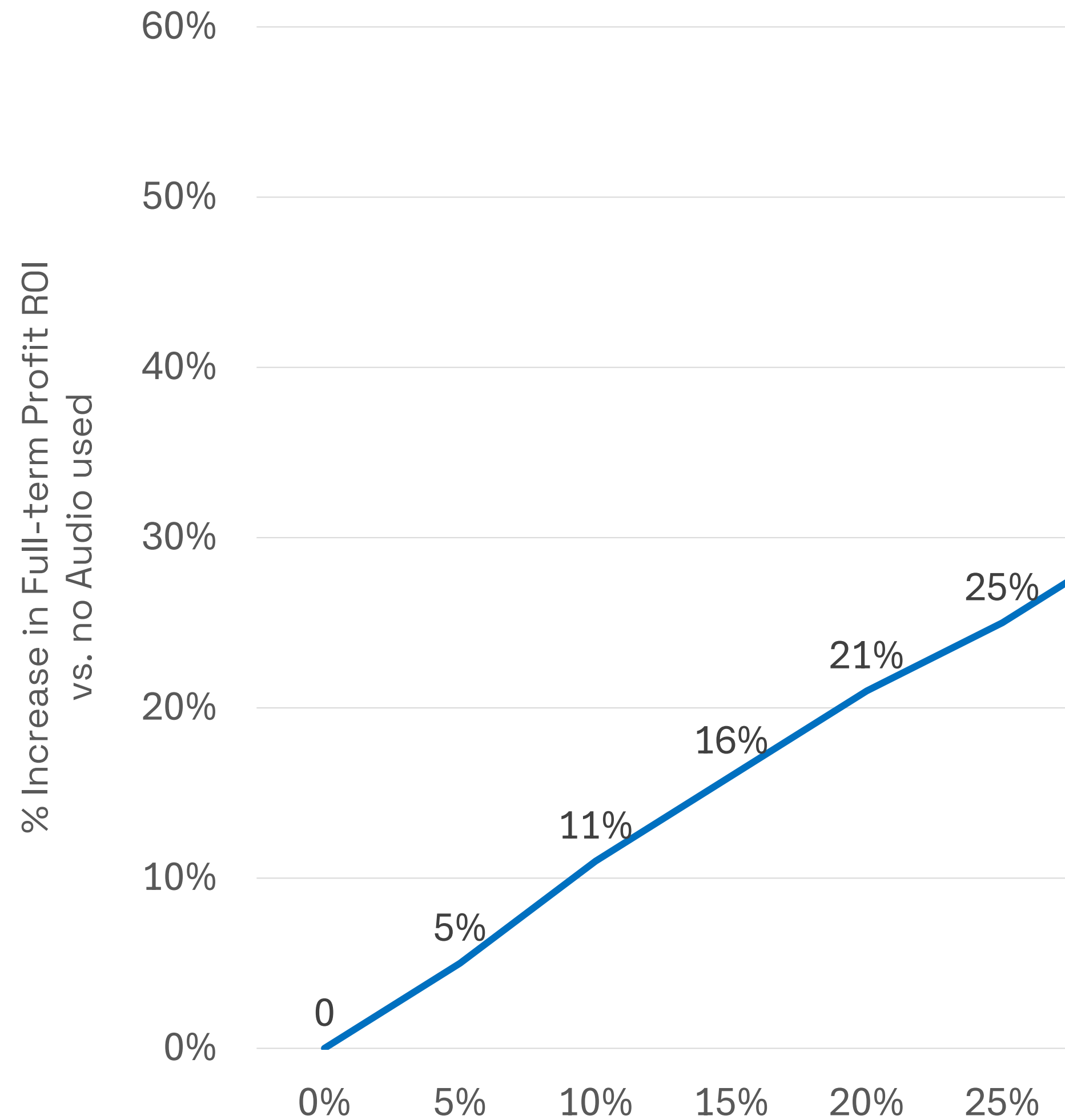
Our Paid Social/Audio ROI analysis focuses exclusively on the profit advantage that can be leveraged by reallocating budget to Audio within this 13% segment of total spend



Full-term Profit ROI initially increases +5% for every 5% of **Paid Social budget** allocated to **Audio**

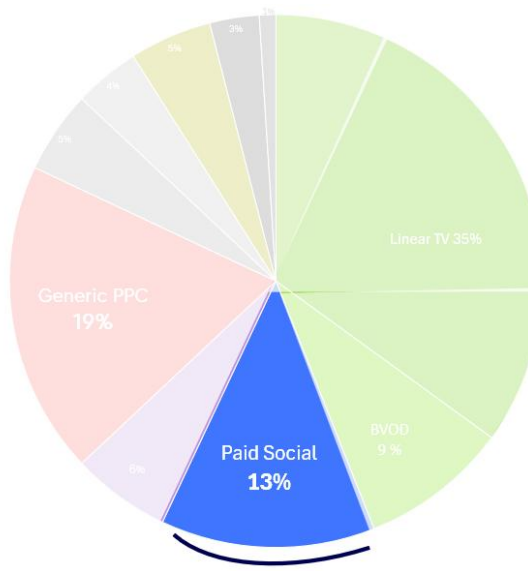


% Increase in Full-term Profit ROI at different levels of AUDIO budget allocation

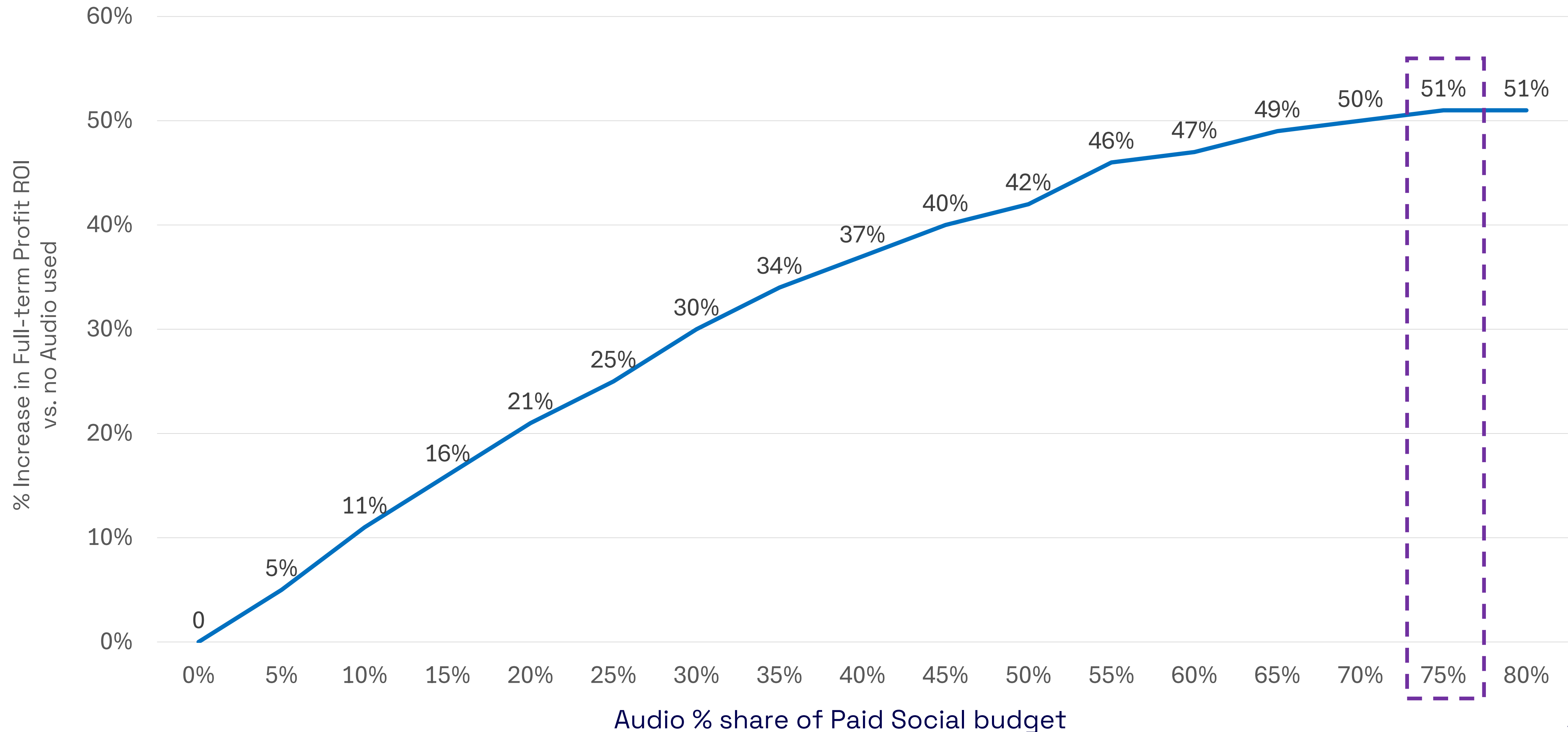


Audio % share of Paid Social budget

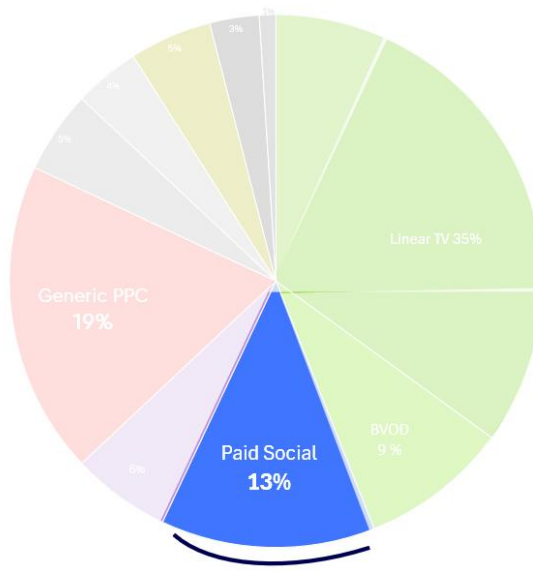
Full-term Profit ROI is maximised when **Audio** receives 75% of **Paid Social** budget



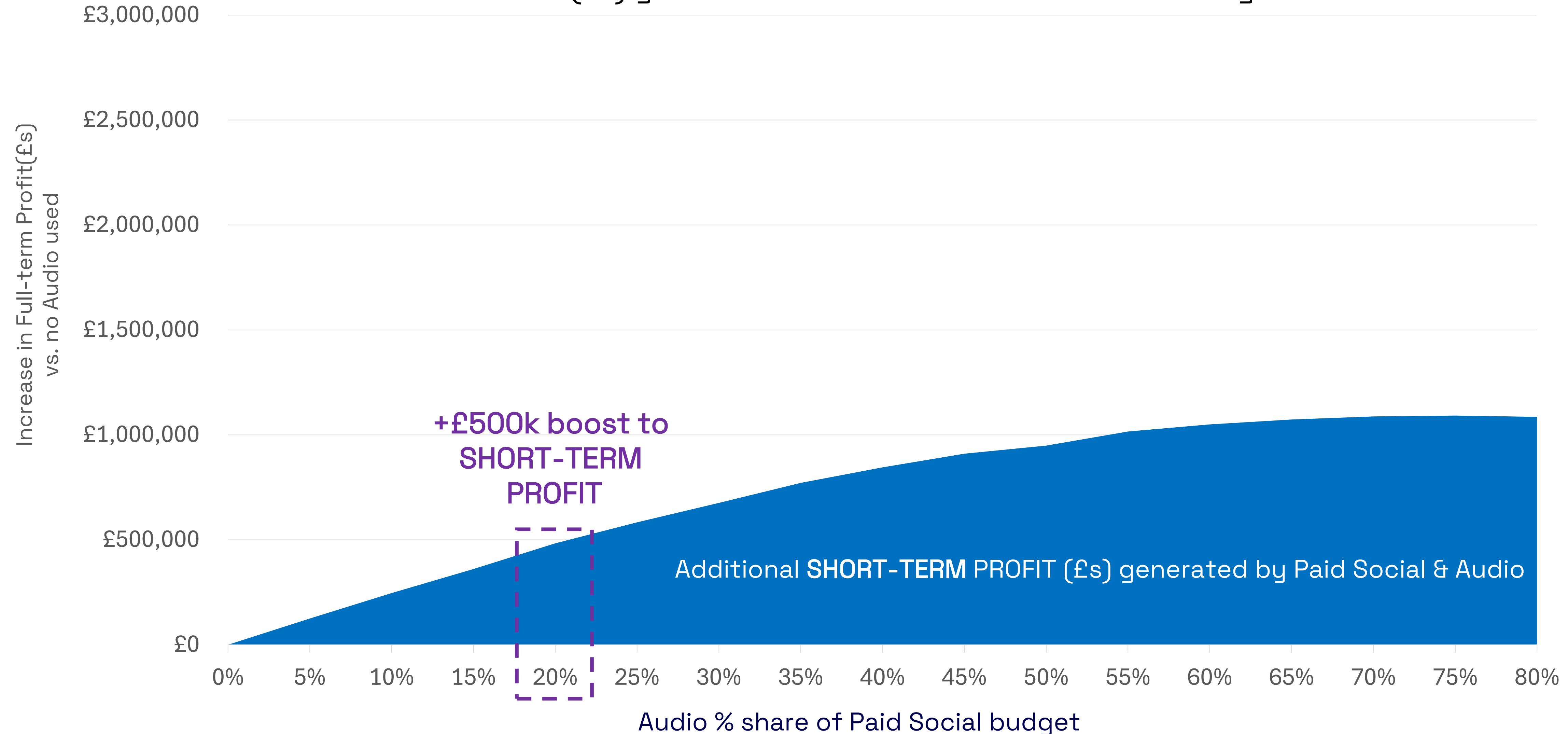
% Increase in Full-term Profit ROI at different levels of AUDIO budget allocation



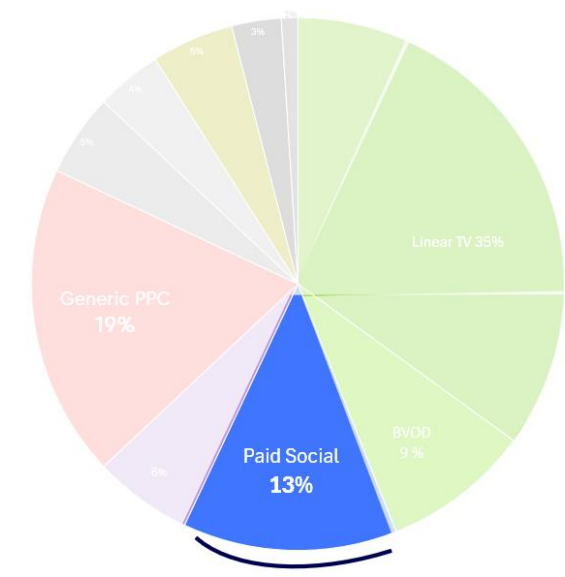
Increasing **Audio's** share of **Paid Social** budget amplifies **SHORT-TERM PROFIT (£s)**



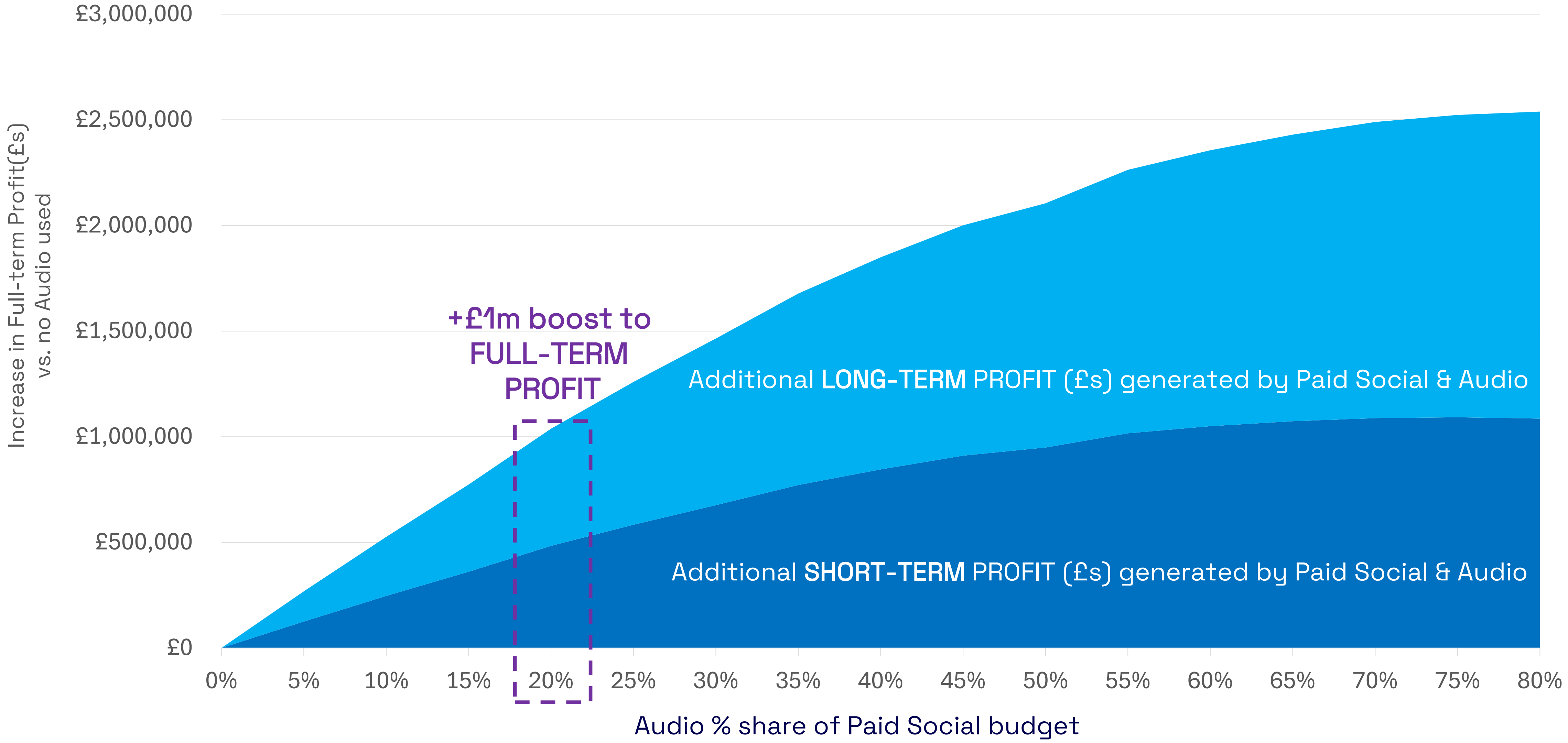
Additional PROFIT (£s) generated at different levels of AUDIO budget allocation



Increasing **Audio's** share of **Paid Social** budget amplifies **SHORT-TERM** *and* **LONG-TERM PROFIT (£s)**



Additional PROFIT (£s) generated at different levels of AUDIO budget allocation



SOUND PROFITS

Harnessing Audio's priming effect to amplify results from Search and Social

Summary

- Exposure to Audio ads increases confidence to click on Search & Social ads
- Reallocating spend to Audio makes Search & Social budgets work harder
- Small budget shifts elicit significant uplifts in profit (Short & Long):
 - * **15%** from **Generic PPC** → **Audio** = **+£1m** Full-term profit
 - * **20%** from **Paid Social** → **Audio** = **+£1m** Full-term profit

SOUND PROFITS

Harnessing Audio's priming effect to amplify results from Search & Social

How can your brand benefit
from the *Audio share-shift uplift?*

SOUND PROFITS

Harnessing Audio's priming effect
to amplify results from Search & Social

THANK YOU

Donna Burns
Head of Insight
Radiocentre